

# Clean Indoor Air

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The past 50 years have witnessed a dramatic change in attitudes toward and use of tobacco by Americans. Most public health scholars believe that this change has been accelerated by public policy interventions to reduce tobacco use. The research literature suggests that the most potent demand reducing influences on tobacco use have been increasing the financial cost of using tobacco products primarily through taxation, smoke-free policies, comprehensive advertising bans, and paid counter-advertising. Policies limiting the locations where people can smoke are intended to protect the health of nonsmokers. However, such policies also have helped to redefine smoking behavior in our society. By making smoking less acceptable, more inconvenient, and less pleasurable, this encourages cessation and discourages uptake of smoking. This presentation will trace briefly the history of policy initiatives limiting indoor smoking in the United States, examine how scientific research on the health impact of secondhand smoke contributed to policy initiatives, and identify areas of continuing controversy where research is still needed.